ABSTRACT OF THE DISCLOSURE

[0102] The present invention provides a method and system for viewing and interacting with category specific data. The category specific data may be real estate data, travel data, data about independent artists, data of interest to children, auction data, personal advertisement data, puzzles and games, etc. The method comprises: creating a targeted community by registering the community members; creating an electronic card having information relating to the category specific data, the electronic card created using information received from one of the community members; storing the information from the electronic card in a category specific database; transmitting information from the category specific database to a community member in response to a display request from the community member; and storing a record of the transmitted information in a log for determining targeted demographic information. The log may also be used to determine potential commissions.

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